

The Newsletter of Youth Participation in Education Projects
12 Brooke Street, Northcote 3070 Victoria Australia

CONNECT 12



**SCHOOLS
IN RADIO
CONFERENCE**

This newsletter is produced in the first week of every second month.

Registered by Australia Post; publication no. VBG 3555. ISSN 0158-4995

This issue:

It's unusual for an issue of CONNECT to focus so much on one topic, but this has been specifically produced as papers for the SCHOOLS IN RADIO - RADIO IN SCHOOLS Conference in Melbourne. It's not necessary to go on at length here about the Conference, except to say that it originated in discussions at the Adelaide Conference and has been organised (if that's the word) by us on a shoestring budget in a very short time.

The RESOURCE LISTING contained in this issue is the work of Rita Chiodo, 3CR Education Officer and one of the 3Rs (Rita, Rebecca Coyle and myself) who've steered this Conference and who must take the blame I guess for any shortcomings. It is also unusual in a number of other ways:

- a) it is very Victorian-centred: that comes from our contacts, and from the likelihood that most of the participants will be from Victoria;
- b) it contains much general material that is not specifically "youth participation" oriented: we felt the need for background information dissemination and also found it hard to "draw the line";
- c) it is going initially to Conference participants, and will be sent to the CONNECT mailing list following that;
- d) it has a "second volume" of articles from previous issues of CONNECT which will not be sent to the mailing list automatically - if others wish a copy of this, send \$3 to CONNECT and we'll send it out.

Finally, thanks to Rebecca and Rita for helping to put this issue together - and to all those whose assistance and participation will, we hope, make the Conference a roaring success.

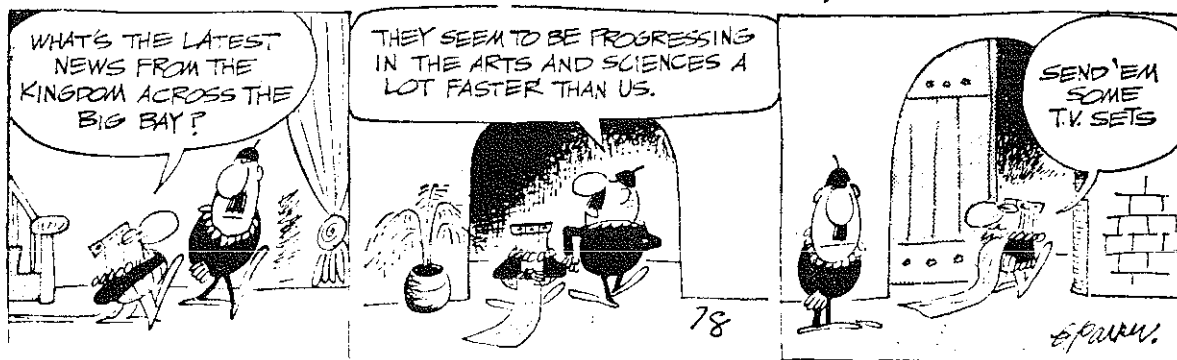
Roger Holdsworth

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The Wizard of Id

by Parker and Hart



CONNECT is edited by Roger Holdsworth, 12 Brooke Street, Northcote 3070
Published by High Pollution Publishers, 232 Albert St., Brunswick 3056
Printed by the Brunswick Work Cooperative, 173 Albion St., Brunswick 3056

SCHOOLS IN RADIO

A G E N D A

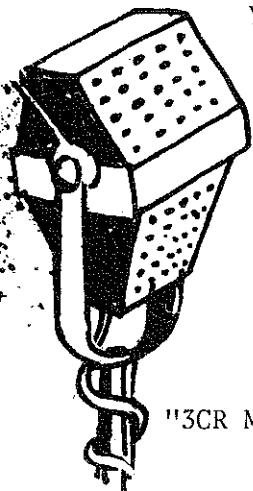
DAY 1: SATURDAY, DECEMBER 5TH

9.00 am ARRIVAL AND REGISTRATION
-10.00 am

FOYER

10.00 am SESSION 1: OPENING AND ADDRESSES
-12.00 noon

LECTURE THEATRE



Introduction:

Roger Holdsworth
(Editor, CONNECT Newsletter)

Youth Participation -
Why?

Peter Cole
(Advisory Services & Guidance Branch, VISE)

Aims and Objectives
of Radio in School

Trevor Barr
(Swinburne Institute of Technology)

Radio Programs as a
Resource in Schools

Elizabeth Kemka
(Australian Broadcasting Commission)

Case Studies

"Rave"

Toni Steinbrecker
(Producer, "Rave", ABC)

"SCARP"

Tony Easton
(School, Community and Radio Project, S.A.)

"3CR Media Access Project"

Rita Chiodo
(3CR Education Officer)

"Transitions"

Steve Warne
(3RRR Education Officer)

Radio in the community

Representatives from Castlemaine
Technical School

12.00 noon SESSION 2: SEMINARS
-1.15 pm

ROOMS TO BE
ANNOUNCED

Seminars on the above topic areas
- rooms to be listed and announced in session 1.

1.15 pm LUNCH
-2.00 pm

2.00 pm SESSION 3: CURRICULUM ADDRESSES
-3.00 pm

LECTURE THEATRE

Media studies
curriculum development

Peter Duffy
(Footscray Technical School)

Priorities for skill
development

Kevin Bradley
(Portland Technical School)

Case study:
Ascolta Radio Group

Rebecca Coyle
(Lynall Hall Community School)

Organisation/Motivation
for a soundscape (music)
with a large class

Adrian Thomas
(Music lecturer, Melbourne State College)

3.00 pm SESSION 4: SEMINARS
-4.30 pm

ROOMS TO BE
ANNOUNCED

Seminars on the above topic areas plus:

Radio in the primary school

Ian Mullins
(Curriculum Services Unit)

Product or process?

Tony Easton
(SCARP, 5MMM-FM, Adelaide)

Getting kids started

Jill Morris
(Age Green Guide)

4.30 pm
-5.30 pm

SESSION 5: ACTIVITIES

ROOMS TO BE
ANNOUNCED

Live-to-air preparation
for 6.00 pm program

Rebecca Coyle
(Ascolta Radio Group)

Record library organisation

Brenda Kelly
(3RRR Volunteers Coordinator)

6.00 pm
-6.30 pm

LIVE-TO-AIR PROGRAM ON 3CR BY CONFERENCE PARTICIPANTS
(at 3CR studios, 20 Cromwell Street, Collingwood)

Evening

OPPORTUNITIES TO "SIT-IN" ON PROGRAMS GOING TO AIR
ARE BEING ARRANGED - DETAILS EARLIER IN THE DAY

DAY 2: SUNDAY, DECEMBER 6TH

8.00 am
-10.00 am

STUDENT BREAKFAST SHOW ON 3PBS-FM
(Opportunity to sit-in on live program
by arrangement with Ascolta Radio Group
- see Rebecca Coyle on Saturday.)

PBS-FM
(St Kilda)

10.00 am
-11.30 am

SESSION 6: INTRODUCTION AND PRACTICAL ADDRESSES

LECTURE THEATRE

Introduction
and summary of day 1

Roger Holdsworth
(Editor, CONNECT Newsletter)

Applying for a station licence

Peter Johnston
(Geeveston, Tasmania)

Setting up a studio

John Boyd
(Sunshine North Technical School)

Training of students

Greg Segal
(Upfield High School)

Training of teachers
Role of the station coordinator

Rita Chiodo
(3CR Education Officer)

In the field
- equipment and techniques

Dennis Uvjari
("Media Moves", 3CR)

11.30 am
-1.00 pm

SESSION 7: WORKSHOPS

ROOMS TO BE
ANNOUNCED

Workshops on the above topic areas plus

Administration hassles
of radio production

Nancy Atkin
(Brunswick Technical School)

1.00 pm
-2.00 pm

LUNCH

2.00 pm
-3.30 pm

SESSION 8: WORKSHOPS

ROOMS TO BE
ANNOUNCED

Workshop sessions as for Session 7: a
chance to take part in a different session

3.30 pm
-4.30 pm

SESSION 9: RESOURCE WORKSHOPS

ROOMS TO BE
ANNOUNCED

Funding

Jack Keating
(Transition Education Advisory Committee
Field Officer)

National Program Service
PBAA

Geoff Barbour
(General Producer, 3CR)

Communication between
schools and stations

Rebecca Coyle
(Ascolta Radio Group)

Resources and texts available

Wayne Levy
(Toorak State College)

Libel

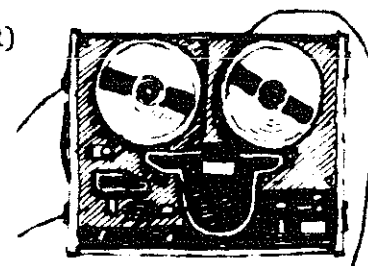
Geoff Herbert
(3CR)

4.30 pm

SESSION 10: PLENARY SESSION

LECTURE THEATRE

Where to now?

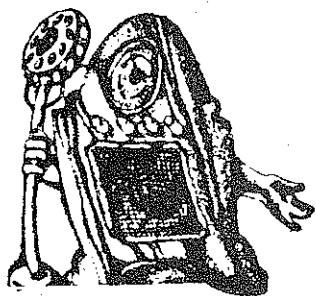


PROJECTS:

TURN YOUR

RADIO

ON
RADIO 3 FTG



Radio is becoming an ever increasing vehicle for the study of media. Teachers will be well aware of the ABC's 'Rave' and 3CR's 'Behind the Sheltershed'. However at Fern Tree Gully Highschool students have established their own "landline" station. Radio at Fern Tree Gully High.

Media Studies as always is strong and healthy at Fern Tree Gully High. The latest development is the operation of a student run radio station. The station operates during lunchtimes and is transmitted throughout the school via the public address system. The equipment used producing the programmes are 2 cassette players, 1 reel to reel, 1 turntable, assorted microphones and 1 Sony 6 track mixer. Through the use of the mixer students are able to operate under professional conditions.

At the moment the programmes are pre-recorded on cassette tapes and broadcast into specific rooms and outside areas on set days. By the time of publishing, the station will be operating "Live to Air". This has been accomplished through the laying of a co-axial cable from the school's Media Centre through to the school's amplifier. This enables students to broadcast "live to air" around the school under true professional conditions. The stations programming at the moment consists mainly of Top 40 selections with a request and cheerio segment quite popular with students.

The further development of 3FTG's programming style will include more interviews and discussions on issues relevant to the students' interests. Teachers and students alike are able to utilize the station's advertising facilities free of charge.

At the moment we are preparing for our first "live to air" concert. Several of the school's music teachers have formed a band and the students are now in the process of organizing a concert to be broadcast "live to air" around the school.

The students organizing Radio 3FTG are mainly Year 10 students but children from all levels are welcome to get involved. The eventual goal of Radio 3FTG would be to operate on an FM community licence, transmitting throughout the local Fern Tree Gully area. But that is a lot of hard work and a few years away yet.

John Newlands

MONOPOLY

Multinationals manipulate minors

PROBE
C/O
1981

The American National Education Association surveyed teachers in 1976 and found more than half using industry-sponsored materials in their lessons — materials bearing the names and viewpoints of manufacturers, trading associations, private utility

companies, the military and oil. A researcher with Ralph Nader Center for the Study of Responsive Law, Sheila Harty, found that schools themselves were largely to blame. To the teacher on a limited budget the films, posters, game brochures and workbooks provide welcome relief from overloads of work. But in Nader's book on the subject *Hucksters in the Classroom*, it makes it clear that it is the corporate sponsors who have the most gain.

Many corporations distribute "educational materials" not only to establish name recognition among children, but to clean up tarnished public images as well. In 1972, for instance, General Motors unleashed "Charlie Charlie Monoxide" and "Harry Hydrocarbon" to take its battle against emission control standards into the classroom. More recently, nuclear power under challenge, one New York utility has sent "I'm the Talking Garbage Can" to sell to dismiss solar and wind options in favour of nuclear power generation.

The programme director, Graham Smith, was sacked by XY's managing director, Stanley Guilfoyle.

'Sexist' ad wins a top Ansett

Station 3XY (which runs radio 3XY) is owned by shareholders Stanley Guilfoyle, Sir Magnus Mack, a former president of the Senate, Mr Murray Hamilton, a State Liberal backbencher, and Dame Audrey Reader, a former State president of the Liberal Party.



Phoenix insurance
No WORRIES

BENSON
EXTRA

...seems to me to be several basic questions which we should be addressing in this conference:

- 1 who owns the media organisations?
- 2 who controls the output in press, radio and television?
- 3 what are the consequences for the trade union movement particularly, and for the cause of social justice generally?
- 4 what strategy should be adopted to deal with this whole problem?

SYDNEY — An advertising campaign aimed at convincing Australians to lead healthier lifestyles has been jeopardised following the banning of television commercials by the Federation of Australian Television Stations. Yesterday, the New South Wales Health Commission lost a bid to show a series of anti-smoking commercials, which have been banned from northern NSW.

LIES

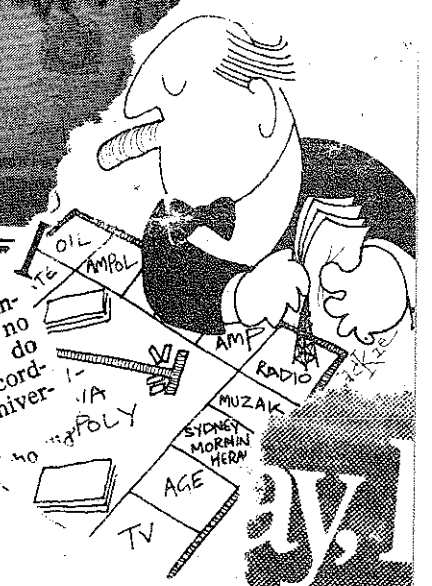
children three

By PAUL CHADWICK

One-third of Melbourne primary school students eat no fruit and another third do not eat enough of it, according to a Melbourne University survey.

food for thought

Foodstuffs are the most heavily advertised product category, with a staggering \$103,400,901 injected into main media by food advertisers last year. (Figures released by the Commercial and Economic Advisory Services of Australia.)



National Times
...ent eugen...
...restricting the...
...bers can be pri...
...ink splashing...
...bers are...
...thin

AN American magazine called *Leaders* recently published what claims to be an exclusive interview with Western Australian tycoon Lang Hancock.

This obscure journal boasts that its circulation is limited to "leaders of nations, international companies, world religions, international institutes of learning..." etc.

The inhabitants of this elitist world were treated to the following words of wisdom from Hancock, who was asked: "If you were chairman of a world multinational corporation, how much and in what and where would you invest?"

The aging iron ore king replied: "Acquire one of the four only media chains in Australia in an attempt to educate the Australian public to the fact that a golden era awaits them if they will move from the present climate of stagnation (forced on them through bureaucratic economic dictatorship) to an age of minimum government, together with a realisation of the necessity of encouraging unfettered multinational involvement."

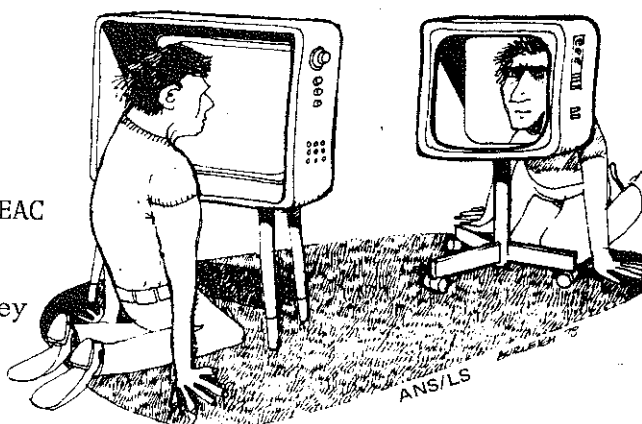
RADIO RESOURCES:

The following resources are only a few of the many hundreds available. Those appearing on this list have been recommended by educational institutions due to their high quality and practicality. You may find that only one or two things listed will be of any use to you. Also listed are useful resource organisations which should be able to help with further material. We hope to be able to compile a more comprehensive resource list after the Conference, with speakers' notes, lists of who's doing what and where and information about how to keep in touch.

This resource list is basically to aid teachers incorporate radio into existing curriculum and to provide stimulus material.

It is divided into the following sections:

- A. Books
- B. Audio-visual materials
- C. Publications
- D. Advertisements and Services
- E. Information on Copyright
- F. Quotes and Comments
- G. Ownership of the Media
- H. Sections of the 3CR Submission to TEAC
- I. Contact People and Organisations
- J. Radio Ettamogah
- K. Film and Media Studies Project Survey
- L. Media Studies Course



A. BOOKS.

- ABC Publications, Media in the Classroom.
A teachers resource book for more effective use of the ABC and other media programs in/for schools. \$1.00
- ASPINALL, Richard, Radio Programme Production: A Manual For Training,
Unesco, Paris, 1973.
- AUDIENCE STUDIES INCORPORATED, Australian Commercial Radio: A Study of Listener Attitudes, conducted by Audience Studies Incorporated (Aust) Pty Ltd for the Federation of Australian Radio Broadcasters, Milson's Point, NSW, FARB, 1979.
- AUSTRALIAN BROADCASTING TRIBUNAL, Annual Reports.
- BARR, Trevor, Reflections of Reality, Rigby Ltd, Adelaide, 1977.
- BEHARRELL, Peter and PHILO, Greg (eds), Trade Unions and the Media, Macmillan, 1977.
- BEILBY, P. (ed), The Australian Music Industry.
Expected to be published November 1981 by the Australian Music Directory.
- CASTLEY, S., Sexism in Language in Language in Focus, National Committee on English Teaching newsletter, November 1975. Vol 1 No 6, Curriculum Development Centre.
- COHEN, Stanley and YOUNG, Jock (eds), The Manufacture of News, Constable, 1973.
- CURRAN, James, GUREVITCH, Michael and WOOLLACOTT, Janet (eds), Mass Communication and Society, Arnold, 1977.

- DAWSON, Jonathon, Media Production, 1974.
- DIAMANT, Lincoln (ed), The Broadcast Communications Directory, Hastings House, NY, 1974.
- DUGDALE, Joan, Radio Power: A History of 3ZZ Access Radio, Melbourne, Hyland House, 1979.
- DWYER, B., MILLIS, R., and THOMSON, B., Mastering the Media, Reed Education, Sydney. Middle to senior secondary school - features study of media by using the media as a source - excellent activities - a student and teacher resource.
- DWYER, B. and THOMSON, B., Meeting the Media, Junior secondary or primary. It discusses with activities: paperbacks, newspapers, magazines, comics, radio, TV, cartoons, ads, films, media crosswords.
- EDGAR, Patricia, Growing Up Feminine: The Part Played by Schools and the Mass Media (a paper presented in the Curriculum Development Centre's Guidelines for the Avoidance of Sex-bias in Educational Materials and Media, conference sponsored with the National Advisory Committee for International Women's Year, Melbourne, August 13-15, 1975.)
- EDGAR, P. and McPHEE, H., Media She, Melbourne, Heinemann, 1974.
- EVANS, Elwyn, Radio: A Guide to Broadcasting Techniques, Barrie and Jenkins, UK, 1977.
- FEDERATION OF AUSTRALIAN RADIO BROADCASTERS, A Study of Listeners' Attitudes, FARB, Sydney, 1979.
- GERBNER, George (ed), Mass Media Policies in Changing Cultures, Wiley, 1977.
- GLASGOW UNIVERSITY MEDIA GROUP, Bad News, Routledge, 1976.
- GOLDING, Peter, The Mass Media, Longman, 1974.
- GRIFFITHS, David, Autocracy in the Airwaves, Bundoora, Vic., Centre for the Study of Educational Communication and Media, LaTrobe University, 1976.
This paper is a revised version of a study commissioned by the Royal Commission on Australian Government administration. Includes a bibliography.
- GRIFFITHS, David, Democratising Radio: The Long Revolution, Sydney, Politics of Information Course, Department of Government and Public Administration, University of Sydney and Alternative Radio Association (Melb.), 1975.
Available from the Alternative Radio Association, C/o David Griffiths, 35 Main Rd., Lower Plenty 3093 Vic.
- HARDING, R., Outside Interference: The Politics of Australian Broadcasting, Sun Books, Melbourne, 1979.
- HERBERT, John, The Techniques of Radio Journalism, A & C Black, 1976.
- HEWART, T. (ed), Advertising in Australia, Sydney, Ure Smith, 1975.
- HIEBERT, R. et al Mass Media: An Introduction to Modern Communications, David Mackay, New York, 1974.
- HILLIARD, Robert, Radio Broadcasting: An Introduction to the Sound Medium, Focal Press, UK, 1975, and Hastings House, NY, 1974.
- HOGGART, Richard, Speaking to Each Other, Chatto and Windus, 1970.
- HOLLOWAY, Judith, Radio in Australia, Reed Education, Sydney, 1975.
- HOPE, Terry, Making It With Media, Primary Education Pty Ltd, Richmond, Vic. 1979.
Designed for students as well as teachers; covers the areas of newspapers, radio, TV, film and advertising, with a list of resource organisations and literature.

- HUDSON, Kerry, So You've Got the Message, Sydney, CCH Australia, 1979.
"A critical look at the media based on current communication theory. The greatest strength is the practical emphasis on sending messages in a variety of ways, and tips on how to communicate in these media. Excellent suggested activities."
- KATZ, Elihu and WEDELL, George, Broadcasting in the Third World, Harvard University Press, 1977.
- KLAPPER, J. T., The Effects of Mass Communication, Free Press, 1960.
- LEVY, Wayne and BRADLEY, Kevin, Wave Length: A Radio Resource Book, Thomas Nelson, Australia, 1980.
- MCLEISH, Robert, The Technique of Radio Production: A Manual for Local Broadcasters, Focal Press Limited, UK, 1978.
- MCLEOD, John N., The Role of Drama in Language Development, Carlton, Vic., Joint Standing Committee for Drama in Schools, Education Department, Victoria, 1979.
- MC LUHAN, HUTCHON and MC LUHAN, City as Classroom, Book Society of Canada, 1977.
- MC LUHAN, M., Understanding Media, Abacus.
- MCQUAIL, Denis (ed) Sociology of Mass Communications, Penguin, 1972.
- MCQUEEN, Humphrey, Australia's Media Monopolies, first published 1977, reprinted by Visa Books, 1981.
- MCWHINNIE, Donald, The Art of Radio, Faber, 1959.
- MACKAY, Ian, Broadcasting in Australia, MUP, Melbourne 1957.
- MAJOR, G. (ed), Mass Media in Australia, Australian Institute of Political Science, 1976.
- MAYER, Henry (comp), Television and Radio: International and Australian Data, Media Monograph VII, University of Sydney, 1978.
- MAYER, Henry and NELSON, Helen (eds), Australian Politics, A Third Reader 1973, A Fourth Reader, 1976.
- MAYER, Henry and PANTZER, Sara, 3ZZ: Clippings and Documents, Sept. 1974-March 1976, Sydney, Department of Government, Univ. of Sydney.
- MILNE, Greg, The Radio Journalist, West Sydney Radio, 1979.
- MILTON, Ralph, Radio Programming: A Basic Training Manual, Geoffrey Bles, Collins, 1968.
- MORROW, JAMES, SUID AND MURRAY, Media and Kids.
An excellent resource for developing objectives, models and providing curriculum ideas.
- MUNRO, Anthony, Children and Media, A program for the teaching of media in primary and junior secondary schools.
Munro is from Sacred Heart School, Olive Grove, Mildura 3500.
Published by: Film and Media Studies Project,
Curriculum and Research Branch,
Education Department of Victoria,
234 Queensberry St., Carlton 3053.
- MURRAY, J., Media: Source Book.
An Australian book - emphasises practical activities. A little dated. Features ideas for the students to make something - radio program, newspaper etc - a good teacher resource.
- NISBETT, Alec, The Technique of the Sound Studio for Radio, Television and Film, 3rd Ed. revised., London/NY, Focal Press, 1972.
- OPEN UNIVERSITY MASS COMMUNICATION AND SOCIETY COURSE TEAM, The Audience (Units 7 and 8), The Open University, 1977.
- PACKARD, V., The Hidden Persuaders, Harmandsworth, Penguin, 1963.

- PROJECT PRIMEDIA The Primary Media Studies Resource Book for Teachers in WA Schools. One of the supports for Project Primedia, a pilot media studies project in WA schools. Copies can be obtained by writing to: Education Supplies Branch, Fenton St., Kewdale, WA 6105. Cost is \$10 + \$3.50 postage. You can preview a copy in Victoria by contacting Ian Mullins on (03) 341.4344.
- ROSENBLOOM, Henry, Politics and the Media, Scribe, 1978.
- SCHILLER, Herbert I., Mass Communications and the American Empire, Augustus M. Kelly, New York, 1969.
- SCHRANK, J., Understanding Mass Media, National Textbook Co., 1975.
- SCOTT, SOUTHERN and WESSON, Media Means, Whitcombe and Tombs, 1974.
- SEMLER, Clement, The ABC - Aunt Sally and Sacred Cow, MUP, Carlton, 1981. A history of the ABC written by a former ABC Deputy General Manager C.S. Useful for senior students who are studying the ABC or radio in detail. Mixed in with strong personal opinions is some interesting information on the inner workings of the ABC.
- SEYMOUR-URE, Colin, The Political Impact of Mass Media, Constable, 1974.
- SMITH, Anthony, The Shadow in the Cave: The Broadcaster, the Audience and the State, Allen and Unwin, 1973.
- TEMPLE, John, The Mass Media, Angus and Robertson, 1975.
- THOMPSON, D. (ed), Discrimination and Popular Culture, Harmondsworth, Penguin, 1973.
- TURNSTALL, Jeremy, The Media are American, Constable, 1977.
- WALKER, R. R., Soft Sell, Hard Soap in Adland Australia, Melbourne, Hutchinson, 1979.
- WATCYN-JONES, Peter, Act English - A Book of Role Plays, Harmondsworth, Middlesex, Penguin, 1978. "Flexible material to be used in a variety of ways for drama activities, film and video productions, audio productions and other language work. A little different and very useful despite the British bias." (Cue) \$3.95.
- WELLS, Alan (ed), Mass Communications: A World View, National Press Books, California, 1974.
- WHALE, John, The Politics of the Media, Fontana, 1977.
- WINDSCHUTTLE, Keith, "Media and the Dole Bludger Myth" in Unemployment: A Social and Political Analysis of the Economic Crisis in Australia, Penguin, 1979.
- WINDSCHUTTLE, Keith and Elizabeth, Fixing the News: Critical Perspectives on the Australian Media, Cassell Australia Ltd, 1981.
- WORKING PARTY ON PUBLIC BROADCASTING, Report to the Minister for the Media, Canberra, Australian Government Publishing Service, 1975.



B. AUDIO-VISUAL MATERIALS.

NATIONAL PROGRAM SERVICE

Public Radio has an autonomous distribution system and library service called the National Program Service for Public Radio (NPS for short). It is operated from the Council of Adult Education headquarters, Flinders St., Melbourne 3000. A catalogue of both music and spoken word programs has been assembled.

Listed below are some of the programs available through the service, on the media. Unfortunately access to these tapes can be made only through a public broadcasting station for a 2-month loan. In Melbourne, contact Rita Chiodo at 3CR (419.8377) if you're interested in any of them.

For an update of media programs, contact Simon Britton, Director of PBAA NPS on (03) 652.0688 or 3CR.

The Beginnings of Radio in Australia.

This is the 1980 Stirling Memorial Lecture; the speaker - Professor Ken Inglis, head of the Department of History in the Research School of Social Sciences at ANU. Much less formal than most memorial lectures - a bit dry, but concise and of general interest. Produced by John Pryzabilla of 5UV in September 1980. 38 mins.

Going Cheap.

An 8-part series about advertising produced by 3RRs Steve Warne. A good mixture of academic theorising and direct contact with the people behind the advertising business - television executives, advertising agency reps, jingle writers and the Broadcasting Tribunal members are all investigated. Some interesting revelations and/or confirmation of things we've all suspected about the advertising game.

Program 1: The Big M Campaign

Program 2: Market Research

Program 3: The Language of Advertising

Program 4: Advertising and Television

Program 5: Advertising and the Economy

Program 6: Advertising, the Law and Self-Regulation

Program 7: The Critics of Advertising

Program 8: The Future of Advertising

Hans Magnus Enzensberger.

Max Hicks, Isabelle Rosenberg and Steve Warne talked with Hans Magnus Enzensberger, a writer and media theorist from West Germany about new developments in media and telecommunications. Produced by Steve Warne. 60 mins. (1981)

Have a Go, You Can Do It - But Do We Want To?

Patriotic jungles. A critical examination of popular culture. The IV with Mike Brady ('Up There Cazaly') is particularly illuminating. Produced by 3RRRs Helen Molnar. Stereo. 60 mins.

Mass Media and Modern Society.

By Andrew Bear, series produced by Stephen Schuetz.

The series was originally broadcast on Radio University 5UV in July 1979. Transcript available, reprinted 1980. Write to: Radio University 5UV, Department of Continuing Education, University of Adelaide, South Australia 5000.

Proposals for Public Television.

Program featured comment from a wide range of people involved in the campaign for public television. Produced by Steve Warne. 60 mins.

Radio Oz.

A four-part series produced by Timothy Bottoms about the history of radio in Australia. A thorough and straightforward presentation of the beginnings of radio through to the FM revolution. Much good archive sound material and interesting anecdotes from past radio personalities. Well produced and strung together. A very useful overview, lacking a little in personal viewpoint and critical commentary. 30 mins each, 19 cm/sec, $\frac{1}{2}$ track stereo.

Robyn Archer Interview.

In this interview, part of which appeared in Nation Review last year, Robyn Archer speaks to Ken Smeaton of 'Writers Radio' about a wide variety of topics. She brings her original thinking to bear on subjects of: uranium, black land rights and culture, drugs, censorship, feminism and the relationships between people and the problems facing a committed performer who is rapidly achieving 'stardom'. She also examines her family background, musical influences and the criticism she has attracted from diverse sections of the community (especially feminists) for her bawdy and uninhibited style. Produced by Ken Smeaton in August 1980. 56 Mins. NB: contains sensitive language.

OTHER AUDIO-VISUAL MATERIAL

* Videotapes, films, books and audio tapes on film, television and radio are available from the Australian Film and Television School. For a catalogue, write to AF&TS, Resources Unit, Box 126, PO, North Ryde NSW 2113.

The following are now available from AF&TS:

Training for Radio/Preparing and Performing the Radio Interview: Journalist/broadcaster, Bryon Quigley is Head of Radio at the AF&TS. This is his practical booklet on preparation, performance and post-production of radio interviews. (\$3.50, 16pp)

The following are available on film as well as audio tapes (cassette or reel to reel):

Radio - The Production Studio (16 mins)

This is an introduction to the role of a production studio within the overall function of a broadcasting station.

Radio - The Producer (30 mins)

Jack Keniry discusses the role of the producer, and the 'Golden Age' of Australian Radio. The interviewer is Bryon Quigley, broadcaster, journalist and school's Head of Radio.

Radio - The Variety Years (30 mins)

Radio actor Harry Griffiths worked with such legendary figures as Jack Davey and Roy Rene. He remembers this era of Australian radio with interviewer Bryon Quigley.

Radio - The Law and the Broadcaster (approx 90 minutes)

Paul Marz, a solicitor who has close associations with broadcasting, discusses the topic with Bryon Quigley. The program is presented in three segments: defamation/contempt of court; the Broadcasting and Television Act; and the Trade Practices Act.

* A video of several students from Swinburne Technical School "on the job" was produced at 3CR in 1981 and is available via Rita Chiodo on 419.8377.

* The ABC ran a TV series in third term 1980 called The Media. It demystifies the media by showing kids things like how Superman flies, where the news comes from, how a 60-second commercial is made, how a radio program is put together etc.

* Coming in Five (ABC, Aust. 1974, 16 mins, colour)

The ABC "AM" team is shown putting together a typical program. Shows the correspondents from various parts of the world offering their items of news. These items are checked for relevancy and timing. The making of the final tapes, including the editing, is shown. A particular program is chosen from the available tapes to achieve a balanced presentation. We then see the show actually being put to air. Some insight is given into the way in which the media gathers news and how it can, to some degree, shape public opinion.

Available from the Audio-Visual Resources Branch for loan to schools. Contact Graeme Noonan on (03) 341.4411. The AVRBR library has been granted video-copying rights. To obtain copies of films, send a blank 3/4" U-Matic video tape to the AVRBR Videotape Dubbing Service at 123 Bouverie St., Carlton 3053.

* Slide Tape Sets: 1) Media: Who's Responsible? A 5-minute slide tape which makes out a strong case for a study of media in the classroom.

2) Media Education An 11 minute slide tape packed with teaching ideas for classroom teachers at all levels P-12.

Both of these may be obtained from the Film and Media Studies Project, Curriculum Services Unit, 234 Queensberry Street, Carlton 3053.

* Primary Media: a videotape produced by Bryan Humphrey and Helen Kon of the Film and Media Studies Project. The tape shows many glimpses of what is taught around the state along with some ideas for classroom media starters. It was shot at the 3CR studios in 1981 while students from Moomba Park Primary School were producing a radio program. Copies can be obtained from Ian Mullins (Film and Media Studies Project, Curriculum Services Unit, 234 Queensberry Street, Carlton 3053. Ph. (03) 341.4344) On loan for one week for in-services, conferences etc or by sending a blank 3/4" U-Matic video-tape.

* Listen to: Andrew Potter on 3LO's Frontline at 8.30 am Fridays when he presents "Media Watch" with Trevor Barr and Peter White as well as other speakers;

Dennis Ujvari on 3CR's "Media Moves" Tuesdays at 6 pm. Presented by the Australian Teachers of Media.

C. PUBLICATIONS.

CONNECT, Newsletter of Youth Participation in Education Projects,
12 Brooke Street, Northcote 3070 Vic. \$5 per year.

CUE, Editor: Neville Stanley.
Education Department of Victoria, Audio-Visual Resources Branch,
Educational Technology Unit, 234 Queensberry St., Carlton 3053.
Ph. (03) 341.4421

MEDIA CENTRE PAPERS, LaTrobe University, Bundoora Vic 3083.
No. 2: Sex type Socialisation and Television Family Comedy Programs
- Patricia Edgar. \$1.50
No. 3: Families Without Television - Patricia Edgar and Ray Crooke \$2.50
No. 4: Autocracy in the Airwaves - David Griffiths \$1.50
No. 5: The Cinematic Synthesis - Ian Mills 0.50¢
No. 6: Two Reflections on Australian Broadcasting - Nicholas Johnson and
Mark Armstrong \$1.50
No. 7: Australian Film Studies: Efftee Productions - Ina Bertrand 75¢

MEDIAGRAPHS, Film and Media Studies Project, Curriculum Services Unit, Education
Department of Victoria, 234 Queensberry St., Carlton 3053. Ph: 341.4111
"Mediagraphs are occasional papers on specific topics related to media
studies. They are designed to assist teachers in formulating their
curriculum by providing ideas and suggested guidelines. They also pro-
vide teachers with an access to valuable media resources."
Many are related to film, video etc, but those particularly with informa-
tion about radio, are:
Mediagraph 32: Media Studies Course, Years 7 - 11 - L. Burton.
Mediagraph 34: Rock Music in the Classroom - P. Holden.
Mediagraph 35: A Summary of the Year 12 Course in Media Studies - L. Jones.
Media Studies - Bibliography
Media Studies News.

All of these items are available free to schools, from the above address.

MEDIA INFORMATION AUSTRALIA, PO Box 305, North Ryde NSW 2113. \$16 p.a.
Contains a large amount of media resources information and feature
articles.

MEDIA 3, Media Studies, Rusden State College, 662 Blackburn Rd., Clayton 3168.
(free)

METRO, Association of Teachers of Media (ATOM), PO Box 265, Carlton South 3053.
\$15 (schools), \$12 (individuals), \$4 (students and unemployed).
Information on film and media education.

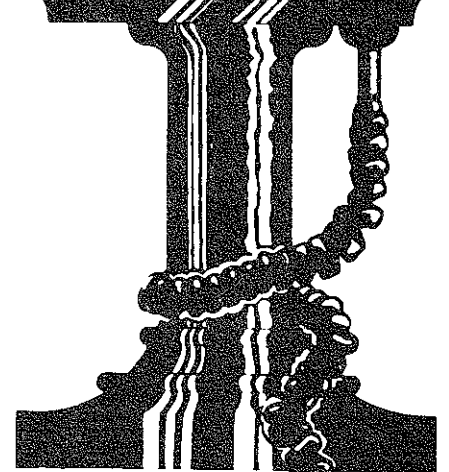
NEW JOURNALIST, Sydney. 8 issues a year; subscriptions \$13 (McGills, Melbourne).

PRIMARY LANGUAGE RESOURCE DIRECTORY, Curriculum and Information, Education
Department of Victoria, 234 Queensberry Street, Carlton 3053. Vic.
Includes a list of speakers on drama, language etc able to visit
schools in Victoria - free to teachers.

PROBE, Henry Mayer (ed). Compilation of articles from the Children's TV Advisory
Board. Covers light criticisms of and contentious issues concerning
children's television. Ring Sydney (02) 692.3092 for more information.

MEDIA MOVES

Dennis Ujvari



TUESDAYS SIX P.M. ON 3CR



TODAY'S MEDIA IN THE CLASSROOM

The mass media play a key role in influencing our students' lives. But it is so hard to link these forces into worthwhile learning programs in the schools. *Metro* works at filling this gap! Your sub will support those who

wish to harness the motivating power of the media. And it will bring you into touch with practical classroom activities, ideas and informative reading. Why not subscribe now?

METRO Yes, I would like to subscribe to *Metro* for one year. My sub entitles me to four *Metros*, *Filmnews*, *Media 3* and to generous cinema concessions.

SUBSCRIPTION ORDER FORM

My Name..... Block capitals please

School (if institution).....

Address.....

State..... Postcode.....

\$15 Schools and institutions. \$12 individuals (tax deductible)

\$4 students and unemployed

* I enclose a cheque for..... Date.....

Cheques payable to Association of Teachers of Media (ATOM)
Office only. Valid until issue. P.O. Box 265, South Carlton, 3053.

PERSUADE A FRIEND, OR A SCHOOL LIBRARY TO JOIN US.



Stay tuned to media education

520-7666 on your media dial

AM	
MEDIA	* GMR 520-7666
FM	

Applied Media Resources offers a comprehensive range of resources and services to all media educators.

Tune in to AMR's current programmes...

• STOP PRESS •

GALLIPOLI School study notes, written by educators, will be distributed after the film's release on August 13. Schools can make group bookings by telephoning (03) 63.5519

- *Year 12 Media Studies resources
- *"Man From Snowy River" study material
- *Media Communications Expo resources
- *"Gallipoli" study notes
- *Super-8mm Resources Book
- *Film In Focus screenings
- *"Manganinnie" study guide
- *Media in-service education
- *Consultancy services - resources and equipment
- *Media studies promotion
- *Access production facilities - photography, super-8, video and audio
- *Video equipment specification advice
- *Media industry liaison
- *Permanent Student Photo Collection
- *ABC liaison - "RAVE" Controllers
- *Media Work Experience liaison
- *"2001" student film seminar - Toorak SCV
- *Primary Media Workshops - Melbourne Showgrounds
- *Exhibitions of student media work

APPLIED MEDIA RESOURCES MAILING LIST
NAME _____
SCHOOL _____
ADDRESS _____
TEL _____



applied media resources
Audio Visual Education Branch
Ardoon Education Village
226 Dandenong Rd., St. Kilda. 3182.

Production Unit

Produces:

- Slide Sets;
- Audio-Tapes;
- O.H.P.s;
- Study Prints;
- Multi-Media Kits;
- Charts and Classroom Pictures;
- Stimulus Photographs;
- Film or Video-Tape Resource Notes.

Other activities involving **Resource Officers** of this Unit are:

- Advice to teachers as to the availability and suitability of a particular resource for any given classroom need.
- Appraisal of non-departmentally produced films, video-tapes and all other audio-visual resources for possible purchase.
- Advice to and liaison with curriculum committees, subject associations and project teams regarding the design of audio-visual materials.
- Publicity of the audio-visual resource materials produced by General Media Production Unit.
- Teachers suggestions regarding new productions are encouraged.

All audio-visual resources produced by this unit are available for loan or sale through District Centres.

Phone: 341 4466, 341 4464

District Centres

The A.V.R.B. operates twenty-four district centre offices throughout the state, providing a wide range of audio-visual services to district schools.

A liaison officer maintains professional and administrative links between district schools, district centres and central branch.

Bairnsdale	Dandenong	Mildura
Ballarat	Doncaster	Preston
Beaumaris	Frankston	Shepparton
Bendigo	Geelong	Swan Hill
Boronia	Hamilton	Traralgon
Camberwell	Horsham	Wangaratta
Colac	Laverton	Warrnambool
Croydon	Leongatha	Wodonga

Media Resources

Initiates, produces, develops and distributes resources for media education state-wide.

- **Media Seminars for Students:** Media Communications Expo '81, more than fifty guest speakers from Australia and overseas, included Phillip Adams, Randal Macdonald, Laurie Oakes, John Pilger, Nancy Dexter, Mike Walsh, Bob Woodward.
- **Media Seminars for Teachers:** Averaging fifty per year, including ten day intensive workshops.
- **Media Access Facilities:** For school and community use in video, photography, 8 mm film making.
- **Media Consultancy:** Specialising in video equipment, photography, film study and film study catalogues.
- **Media Exhibitions:** Student photo '80, Channel 10 Student Films Awards, Video Formats Display.
- **Special Media Projects:** Film in Focus, a joint project with Village Theatres. Special school screenings of selected feature films with reduced admittance charges and film study guides distributed freely to all schools, including "I Can Jump Puddles", "Manganinnie",

- **Media Resources Production and Distribution** of study guides for more than thirty films, including "The Man from Snowy River", "Gallipoli", "The Getting of Wisdom", "Waterhip Down", "The Chant of Jimmy Blacksmith", "Black Stallion".
- **Media Course Development:** Major contribution to Year 12 Media Studies Course and the development of a Primary Media Studies Resource Catalogue.
- **Education Committees:** Representing the interests of Media Education on Joint Committee for the Study of Film and Television, Primary Media Studies Working Party, Media Rationalization, and Committee for the Study of Alternatives in Media Education.

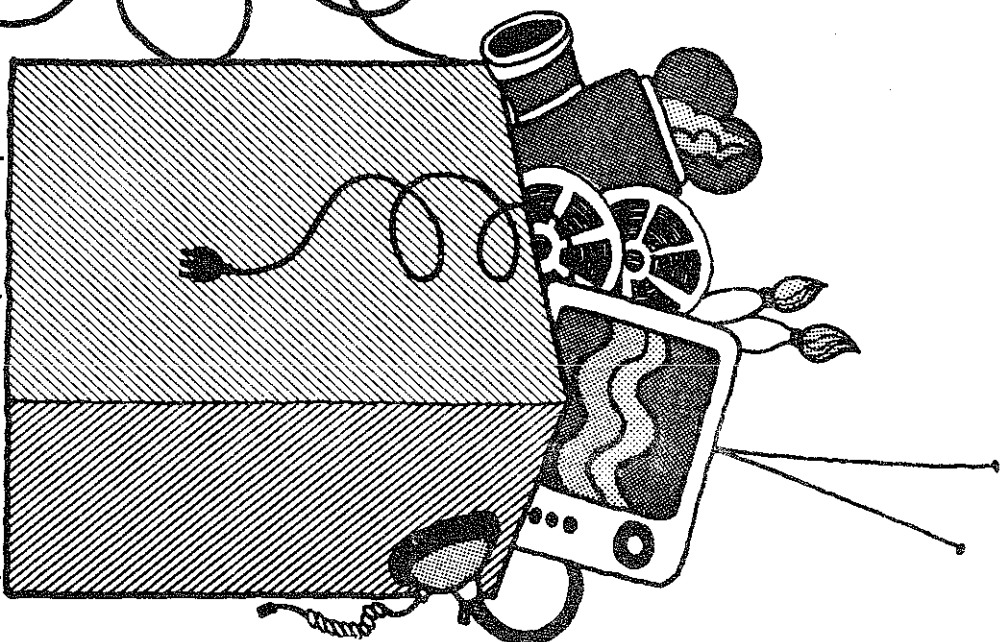
Phone: 520 7631

E.A.T. Project

The Educational Access Television Project transmitted fifty-four film and video programs with the co-operation of HSV 7 and country networks in 1980/81

ONTO

Services 1981



Audio-Visual Resources Branch

234 Queensberry Street, Carlton 3053

Phone: 341 4450

E. INFORMATION ON COPYRIGHT

An Education Department committee has been established to provide information on all aspects of copyright. The Copyright In-service Committee can be contacted on (03) 347.7655, ext 34.

There are also free books for schools on copyright from the library at Curriculum Services, 234 Queensberry Street, Carlton 3053.

Also:

STERLING, J. A. L. and HART, Geoffrey E. Copyright Law in Australia and the Rights of Performers, Authors and Composers in the Pacific Region, Legal Books, 1981, 278 pp, \$25.

With the recent amendments to the Copyright Act, some teachers and students are confused about whether to keep photocopying those notes they've used each year or whether or not they're to erase audio-visual recordings. This book might clarify some of the confusion. Angela Browne (co-editor of The Copyright Reporter) in reviewing the book for The National Times (August 16-22, 1981) writes: "Copyright is an area of law that is involved in just about everything we do, whether it's watching a film, listening to the radio, driving a car, or eating a carton of yoghurt."

AUSTRALIAN BROADCASTING ACT: WHAT CAN OR CAN'T I SAY?

BROADCASTING PROGRAM STANDARDS 1981 (AUSTRALIAN BROADCASTING TRIBUNAL)

These Standards may be cited as the Broadcasting Program Standards 1981.

Introduction

Section 16(1)(d) of the Broadcasting and Television Act 1942 (as amended) provides that the functions of the Tribunal include, inter alia:

to determine the Standards to be observed by licensees in respect of the broadcasting and televising of programs.

The Act further provides in s.99 that:

- (1) A licensee shall provide programs and shall supervise the broadcasting ... of programs from his station in such a manner as to ensure, as far as practicable, that the programs are in accordance with standards determined by the Tribunal.
- (2) If the programs broadcast from a commercial broadcasting station ... are not, in whole or part, in accordance with the standards determined by the Tribunal the licensee shall, if so directed by the Tribunal, vary the programs so that they shall conform with those Standards.

S. 111B of the Act applies the provisions in s.99 to public broadcasting stations.

These Standards have been determined by the Tribunal after consultation with the Federation of Australian Radio Broadcasters, Public Broadcasting Association of Australia and other interested bodies as the program standards to be observed by licensees of commercial and public broadcasting stations.

Definitions: "The Act" means the Broadcasting and Television Act 1942 (as amended).

"Licensee" means the licensee of a commercial broadcasting station or a public broadcasting station.

1. No program broadcast by a licensee shall:

- (i) contain any explanation of techniques of crime in such a way as to invite imitation;
- (ii) describe in detail any form of violence or brutality;
- (iii) incite any person to violence;
- (iv) simulate news or events in such a way as to mislead or alarm listeners;
- (v) denigrate religious faiths or beliefs;
- (vi) present as desirable the abuse of intoxicating liquor;
- (vii) present as desirable the use of drugs or narcotics except under medical direction;
- (viii) include the use of horror for its own sake; or
- (ix) encourage children to enter strange places or to converse with strangers for any purpose.

Provided that these Standards do not prohibit the broadcasting by a licensee in good faith, at appropriate times, and in appropriate circumstances, of:

- (a) genuine works of artistic or literary merit;
- (b) the serious presentation of moral and social issues;

if suitable warning of the nature of the program is given, in advance publicity, at its commencement and at appropriate intervals during the program.

2. Religious Matter

Pursuant to s. 103 of the Act, a licensee shall broadcast, free of charge, for at least one hour per week matter of a religious nature.

3. Encouragement of Australian Artists

A licensee shall ensure that not less than 20% of the time occupied in the broadcasting of music each day by a licensee shall consist of performances by Australians.

4. News Programs

- (i) News items broadcast by a licensee shall be presented accurately and impartially;
- (ii) News items and particularly news flashes broadcast by a licensee shall not be broadcast in such a way as to cause panic, unnecessary alarm or distress to listeners.

5. Contests

Rules and conditions of any contest shall be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement of the contest. The names of winners shall be released as soon as possible after the close of the contest. All contests shall comply with Commonwealth and State laws.

6. Casual Interviews and Telephone Conversations

Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently broadcasting their views shall be informed in advance of the purpose of the interview or conversation.

Telephone conversations may be included in the broadcast of a program if the requirements of the Australian Telecommunications Commission (Telecom), as set out at Appendix A, as amended from time to time, and the following additional conditions are observed by the licensee:

- (a) Each such program shall be controlled by a compere and/or producer who understands and is able to apply these Standards;
- (b) control over such program shall be exercised in such a manner (including incorporating a delay before reproduction) as to ensure the exclusion of undesirable matter;
- (c) each telephone speaker who contributes to an open line program is made aware in advance that his remarks may be broadcast.

7. Time Signals and Announcements

- (i) A licensee shall not broadcast a time signal other than a standard time signal without the prior approval of the Tribunal;
- (ii) recorded programs broadcast by a licensee shall not contain time announcements or signals which would be incorrect at the time of broadcast.

8. Personal Messages

Pursuant to s. 112 of the Act, the following types of messages only may be broadcast by a licensee:

- (a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, if such messages are verified and approved by a senior officer of the Police Force;
- (b) in extreme emergency, and in the absence of any suitable or approved authorising officer, and on the specific authorisation of the station manager, messages of an urgent and essential nature considered to be in the public interest. A record of such messages is to be retained by the station for not less than six months from the date of transmission;
- (c) birthday and cheerio calls.

F. COMMENTS AND QUOTES

"... The making of radio programs by students can be a fine class activity that in one way or another can involve many people. It is also an excellent social activity by which projects are integrated with class work. Students have the satisfaction of knowing that their radio programs are often a contribution to communication between their fellow students and teachers throughout the school."

(Kevin Bradley, Portland Technical School & Wayne Levy, Toorak State College, "Wavelength", 1980.)

"... Here then is the challenge: To incorporate within our curriculum those elements of society which directly affect and influence the people we teach ... There is much to be said for beginning with the student's knowledge of popular culture and developing analytical and creative skills from there rather than imposing an almost alien culture on them from the start..."

(Peter Holden, "Mediagraph 34", Film and Media Studies Project, Curriculum Services Unit, Education Department of Victoria, 1981.)

"... Suicide among the young is probably also related to expectations we give our young at school and in the media. They fail to achieve these expectations and develop an unreal picture of life ..."

(Peter Baulch, National President of Apex Club of Australia, after releasing a survey on increasing teenage suicides; Melbourne 'Truth' August 1981.)

"... Children, from their first day at school, learn how to be a woman and a man in society. Socialisation into sex roles permeates the classrooms, the playgrounds and the staffrooms where the daily interactions between staff and students confirm that education for girls is merely a prelude and preparation for marriage and motherhood. In this oppressive atmosphere, maths and science or woodwork are the boys' subjects and it is a contradiction and source of conflict for a girl to be interested in or good at learning them. Little wonder that the researchers report sex differences in educational performance and subject choice, aspirations, self-concept and self-esteem! These findings have had little impact yet on the widespread neglect of sex by theoreticians and policy makers as a significant variable in schooling. Faced with the massive put-down of their sex, girls opt out of schooling earlier than boys, leave with lower and different educational qualifications which fit them for the most low paid and menial jobs in the workforce. Sexism in the curriculum, sexist teacher expectations and disciplinary practices, unnecessary sex segregation are all ripe for change to bring schools up to date with contemporary society..."

(Daniela Torsh, editor of "Good morning, boys and girls", A Woman's Education Catalogue, 1976.)

"... It is important to be able to evaluate such an all-pervasive medium. We feel a study of radio will make students more capable of being able to detect certain unsavoury aspects of advertising on commercial radio, and to gauge any bias of news broadcasts or radio commentators ..."

(Kevin Bradley & Wayne Levy, "Wavelength", 1980.)

The media generally play a very big role in all our lives. Most of us, however, play a consumerist role in that we receive what the media presents to us, without further questioning or involvement in the process.

"... Ours is a media dominated society. The number of purists or isolates who do not spend at least some time each day with the newspaper, radio or television is minimal. The media reach into most corners of our lives. Through the media, we have more information, know more about our society and the rest of the world, than any generation before us. But in so far as we depend on the media for our information, we are dependent on them. If what we learn is tainted or distorted by

commercial or political pressure, the health of the society suffers ... They form part of what has been called our 'invisible environment': our very culture."

(Andrew Bear, senior lecturer in the School of Humanities and Lecturer in Charge of Communication Studies at Flinders University. Radio University SUV, 1980.)

The development of Public Broadcasting in Australia over the last few years has changed the situation somewhat, allowing those groups in the community who claim biased representation or no representation at all in the mainstream media, to play an active role in the 'alternative' media outlets, not controlled by government or commercial interests. The proliferation of alternative publications as such occurred long ago in the print medium. The Public Broadcasting medium is still developing and expanding in Australia, and there still remains further scope for public television in the not so distant future.

"... A study of radio is valid in this age of mass communication; and maybe we should heed the words of Samuel Morse when he first sent over the wires a wireless telegraph message that stated: 'What God has wrought' which leaves the question in our minds as to how modern communication like radio affects our lives ..."

(Kevin Bradley & Wayne Levy, 'Wavelength', 1980.)

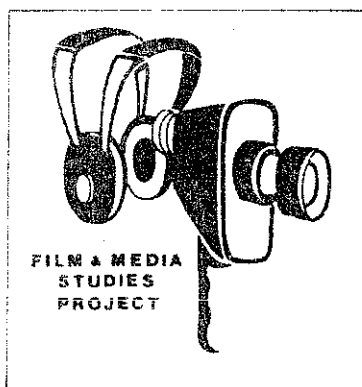
Since the media influences our daily lives, it is crucial for us all to understand and be aware of the forces behind it. By being involved in the actual broadcasting process, what may once have seemed to be something quite alienating to students, is no sooner demystified.

Numerous surveys and researches carried out by government and non-government bodies point out the enormous number of hours students in particular expose themselves to in the media, and the sociological effects this produces. By being involved in media production, students will, for example, gain insight into how an advertisement is made. This is vital knowledge for the student whilst at school as well as for post-school life: leaving home, in the work-force or out of it. It is also knowledge gained effectively through experience rather than in a classroom text-book learning situation.

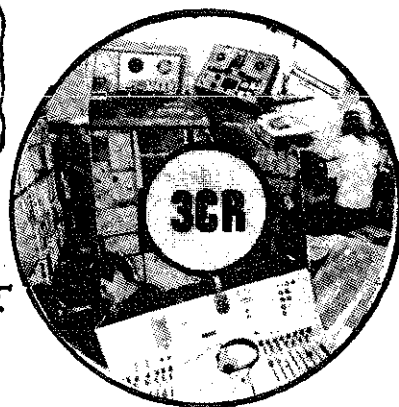
Because the media does play such an enormous role in our everyday lives, the electronic media, radio specially, can act as an unifier, providing a common source of information and entertainment to people otherwise isolated within an environment of expanding urbanisation. The ephemeral/immediate nature of radio and its capacity for feedback or 'talk-back' facilitates this.

3CR, however, goes one step beyond, in that the community is involved in dissemination of information and entertainment to the community itself. As part of that community, schools and students must have part of that input.

(Rita Chiodo, 3CR Education Officer)



ANS/NT.



G. MAJOR MEDIA OWNERSHIP IN AUSTRALIA

HERALD AND WEEKLY TIMES

Television: ADS 7 Adelaide; BTQ 7 Brisbane; HSV 7 Melbourne; TCT 6 Hobart.
Radio: 5AD Adelaide; 3DB Melbourne; 3GL Geelong; 4BK Brisbane; 7HO Hobart.
Newspapers: Advertiser, Adelaide; Courier-Mail and Telegraph, Brisbane; Sun-News-Pictorial and Herald, Melbourne; West Australian and News, Perth; Sunday Mail, Adelaide (50% jointly with News Ltd); Sunday Press, Melbourne (50% jointly with Fairfax).

JOHN FAIRFAX AND SONS

Television: ATN 7 Sydney; NBN Newcastle; CTC 7 Canberra; QTQ 9 Brisbane.
Radio: 5DN Adelaide; 2GB Sydney; 2CA Canberra; 2WL Wollongong; 3AW Melbourne; 4BH Brisbane.
Newspapers: Sydney Morning Herald and Sun, Sydney; Age, Melbourne; Canberra Times; Australian Financial Review; Illawarra Mercury, Wollongong; Newcastle Morning Herald and Newcastle Sun; Sun Herald, Sydney; National Times; Sunday Press, Melbourne (50% jointly with H&WT).

NEWS LIMITED (MURDOCH)

Television: NWS 9 Adelaide; TEN 10 Sydney.
Radio:
Newspaper: News, Adelaide; Daily Telegraph and Daily Mirror, Sydney; Australian; Sunday Mail, Adelaide (50% jointly with H&WT); Sunday Mirror (now Sunday) and Sunday Telegraph, Sydney; Sunday Sun, Brisbane; Sunday Times, Perth; Northern Territory News.

CONSOLIDATED PRESS (PACKER)

Television: TCN 9 Sydney; GTV 9 Melbourne.
Radio: 3AK Melbourne; 6PM Perth.
Newspapers: No major dailies. Magazines: Bulletin; Women's Weekly; Cleo.

H. 3CR TEAC SUBMISSION EXCERPTS

1. Media is seen as a popular and expanding subject in schools. 1981, for example, saw the accreditation of an HSC Media Studies course for the first time. The Curriculum Services Unit of the Special Services Division of the Victorian Education Department is presently conducting and compiling a survey within Victorian schools in order to establish a feasible media program within those schools which do not yet offer this crucial area of study to students. These courses however, lack the facilities needed to give students the practical experience in the media, vital for such an area of study.

Not only has one of the main principles behind the development and licensing of most public radio stations been to provide unserved or misrepresented groups in the community with participatory access to the broadcasting medium, but 3CR is specifically committed to programming by children, for children, as stated on the original application for a broadcasting licence.

2. What 3CR has offered schools and students.

In 1977/78, 3CR ran a Schools Media Access Program "Education Inside Out" on a very limited volunteer basis. In 1981, funding from the Schools Commission Innovations Program enabled 3CR to run a similar project though much larger in scale.

Schools have used 3CR as part of their Work Experience programs. In 1981, 3CR had one work experience student almost every week.

3CR has also catered for school tours. School groups studying media have toured the 3CR studios for insight into how a radio station operates, as have other school groups participating in all-night tours. Over 1500 students have marched through the doors for the duration of the project.

Students working on school projects particularly in the subject of media, have used 3CR, interviewed staff, and have been provided with literature and tapes for information sought. Teachers requiring research material for the classroom have also approached 3CR and been provided with required information. Staff members also visit schools on request, to talk about radio.

Training of students and teachers in production techniques has taken place at the 3CR studios free of charge, as has the use of our portable recording equipment.

Schools use 3CR's free community announcement service to publicise coming events.

3. Students "On Air"

"Behind the Sheltershed" - Tuesdays 2 - 3 pm - produced by primary and secondary students participating in the Media Access Project.

"Ascolta" - Mondays 2 pm and Saturdays 6 pm - produced by students from the BRUSEC schools.

"Freeform" - Sundays 1 - 2 pm - to commence broadcasting early December - aimed at and to be produced by young people generally - whether unemployed, workers or students.

The start of the school year in 1982 will see the inauguration of two weekly fifteen minute segments aimed at pre-school to middle primary school kids. The Institute for Early Childhood Development has agreed to develop this program and initiate young children's inputs to it.

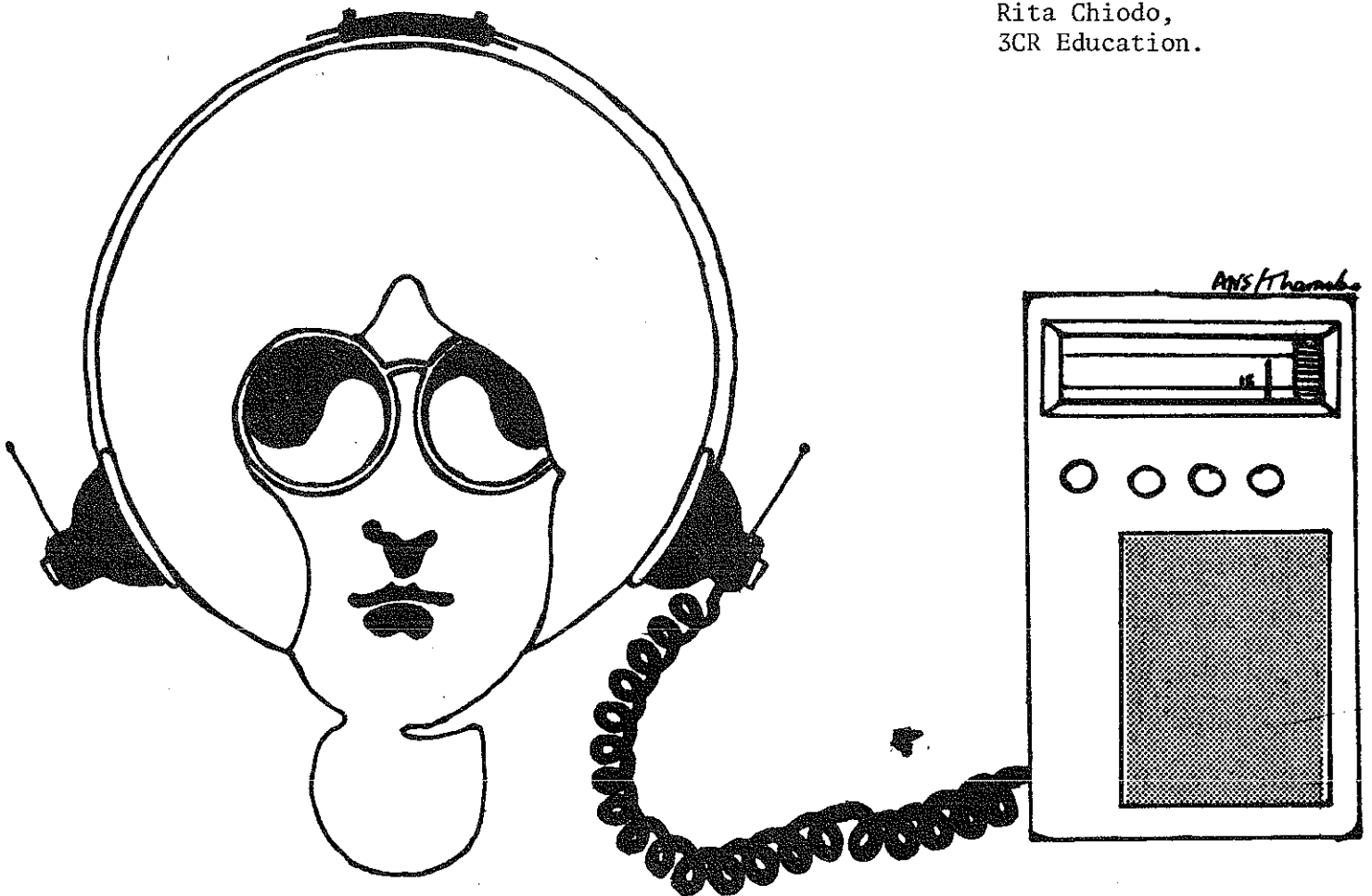
Students are also involved in other general programs on 3CR. For example, Wednesday Home-Time Show is presented by John Kalamaras, a student at Lynall Hall Community School, and Simon Birne, a student at Swinburne Technical School. Students, particularly those participating in the Media Access Project regularly, also present the occasional news and current affairs report, live-to-air music program, as well as the rare live midnight-to-dawn shift during holidays or weekends.

4. Other

The majority of 3CR's programming format consists of spoken word, hence there are numerous requests for specific programs from teachers, for use in the classroom.

There is considerable involvement of teachers on a voluntary basis, both in the administrative and broadcasting sides of the station.

Rita Chiodo,
3CR Education.



I. CONTACT PEOPLE AND ORGANISATIONS

Contact people at the Curriculum Services Unit (Victoria), 234 Queensberry St., Carlton 3053. Phone 341.4344 or 341.4384:

Ian Mullins, Lee Burton, Helen Kon, Bryan Humphrey

They're the Film and Media Studies Project, C.S.U., Special Services Division,
Education Department of Victoria, 234 Queensberry St., Carlton 3053
Phone: 341.4111

Also at 234 Queensberry Street, Carlton:
Neville Stanley - Media Resources Information Officer,
Audio Visual Resources Branch.
Phone: 341.4421

Applied Media Resources (A.M.R.) is based in Melbourne at Ardoch Village,
226 Dandenong Rd., St. Kilda 3182. Phone: 520.7666
Peter Morris, Louise Merryweather, Trevor Lunn, Julie Sheehan,
Don Porter.

J. RADIO ETTAMOGAH

Radio Ettamogah in Albury-Wodonga has produced a booklet with activities and listening skills for primary children (the sources from which the activities are taken are listed here). It also includes a reference book short-list for teachers. For a copy, ring Robyn Reynolds at the Audio-Visual Resource Centre in Wodonga on (060) 244.664. The booklet also explains why media education is important and the following are excerpts:

WHAT'S IN RADIO FOR YOUR CLASS?

Communication - radio. The opportunity for children to participate in and produce radio programs.

MEDIA - COMMUNICATION WHY?

- WHY? ... to provide children with a greater awareness and understanding of mass media communication.
- WHY? ... to enable children to learn to discriminate between different messages, to make decisions.
- WHY? ... to develop awareness, comprehension and skills in communication beyond the written form.
- WHY? ... to further integrate subject areas in the school curriculum through improved communication and perception skills.

COMMUNICATION-MEDIA EDUCATION SPECIFICALLY SEEKS TO

- Demystify the modern mass media;
- Distinguish between the real world and the sometimes fantasy world of the media;
- Increase awareness of the strategies employed by media experts to persuade people;
- Evaluate the value systems involved behind stereotypes which play a role in establishing and reinforcing people's beliefs and behaviour patterns;
- Develop a critical and aesthetic faculty in looking at the technical and creative aspects that contribute towards quality expression in the media;
- Examine the importance that ritual plays in everyday life and how everyday life is reflected in the mass media;
- Encourage students to question media products and to reach their own conclusions concerning their appropriateness.

HERE IS A LIST OF THE KIND OF SKILLS YOUR KIDS CAN LEARN

- Listening: for detail, segments, sensory impressions, sound effects, timing, sequence;
- Listening: to make judgements, inference;
- Speaking: to give instructions in a sequential manner, to narrate;
- Speaking: in different roles of speech eg interviewing, debating, characters in plays;
- Speaking: to someone - a particular kind of audience.

REFERENCES FOR ACTIVITIES

Children and Media, Anthony Munro. Available direct from:
Dorby Munby, Hopetoun Education Centre, PO Box 137, Hopetoun 3396 Vic.
There is a set of activity cards to go with it.

Primary Media Studies Teachers' Resource Book, Project Primedia, Education Department of Western Australia.

K. FILM AND MEDIA STUDIES PROJECT SURVEY

As part of a comprehensive survey of Victorian schools, the Film and Media Studies Project has so far made contact with 220 schools of all types - state, private; primary, secondary, technical. The major findings from this survey so far are:

99.5% of schools favour the teaching of Media Studies;

66% of schools are currently teaching Media Studies either as a subject in its own right or as part of other school subjects;

97% of teachers surveyed expressed a pressing need for Media Studies in-service programs;

while all surveyed teachers expressed a need for curriculum guidelines, well over 95% wanted to see this take the form of a comprehensive guide with detailed contents.

L. MEDIA STUDIES COURSE

With the introduction of Victoria's new Media Studies Course in year 12 this year, several schools are already offering it. The course covers all aspects of the media (theoretically and practically). The course description is available from

Victorian Institute of Secondary Education (VISE),
582 St Kilda Rd., Melbourne 3004. Vic.

Liz Jones is the convenor of the Year 12 Media Studies Committee. Contact her at Swinburne Technical College on (03) 819.8911.

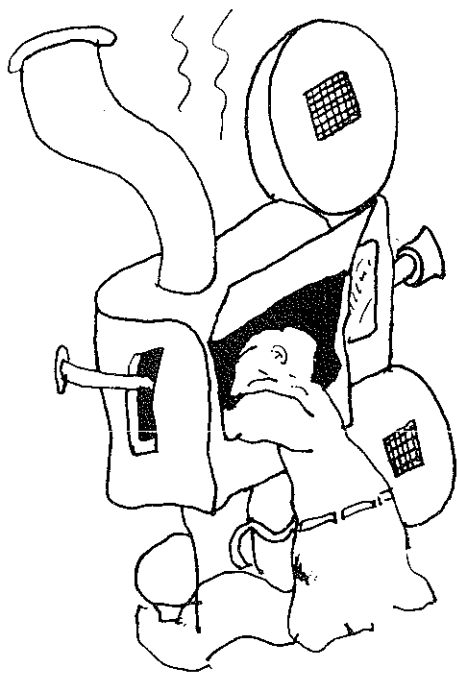
Further resources should be available from the State Library or the following Victorian tertiary institutions which offer Media Courses:

Royal Melbourne Institute of Technology
State College of Victoria at Rusden
State College of Victoria at Melbourne
LaTrobe University
Deakin University
Ballarat College of Advanced Education
Swinburne Institute of Technology



Office of the Minister

The Hon. Norman Lacy M.P.
Minister of Educational Services.
2 Treasury Place
Melbourne, Vic. 3002
Telephone 651 1394 651 1809



The Honourable Norman Lacy, M.P. would like to thank 'Schools In Radio' for the kind invitation to attend a two day conference on radio production to be held on 5th & 6th December, 1981.

Unfortunately Mr. Lacy has prior commitments on these days and regretfully will be unable to attend.

9th November 1981

MATERIAL AVAILABLE

1. Articles

We continue making photocopies of the following articles and documents available:

NUMBER	NAME/ABSTRACT	PAGES	PRICE
083	West Wyalong Student Government Newsletter Vol 1 No 3 September 1981	12 pp	\$1.20
084	West Wyalong Student Government: Media Release and program of Regional Student Government Leadership Camp	8 pp	0.80¢
085	"School for truants teaches survival" - about the Liverpool Learning Centre NSW - from the Sydney Morning Herald August/September 1981	1 p	0.30¢
086	West Wyalong Student Government - press articles	2 pp	0.40¢
087	Regional Association of Student Governments - information sheet (NSW)	2 pp	0.40¢
088	"Work Experience: Its Relationship to the Workplace and to the Curriculum" - address by Peter Cole to the second National Work Experience Conference in Adelaide, 1-4 November 1981	22 pp	\$2.20
089	School-Work Program, Moreland High School - statement to the BYOP Search Conference, Brunswick, November 1981	5 pp	0.50¢

2. Publication Projects:

The following publications have recently arrived. They represent both publications by students/schools and support material.

OVERSEAS

Resources for Youth, National Commission on Resources for Youth,
36 W 44 Street, New York. Vol X No III

Hands On, Foxfire, Rabun Gap, Georgia 30568 Vol IV Nos 4,5

AUSTRALIAN

Paddlewheel, Wilcannia School (NSW) Vol 6 Nos 33-37

Mallacoota Mouth, Mallacoota School (Vic) Nos. 241-246

Profile, Sunshine schools (Vic) Vol 4 No 4 October 1981

Skool Times, Newlands High School, Murray Rd., Coburg 3058 Vic - first issue.

In Print, Glenroy High School, Hilton St., Glenroy 3046 Vic - No. 1

Rave, Winlaton School (Vic) No. 12 August 1981

3. Other Sources:

Y'PIE IN BALLARAT - a report of the Regional Youth Participation in Education
Conference held in Ballarat, Vic. on 20 October 1981.

- a direct follow-up to the Adelaide conference.

For further information, contact: Tina Ashmore,
PO Box 601, Ballarat 3350

or: Graeme Kent,
PO Box 135, Ballarat East 3350

"STUDENT SELF-EVALUATION" - a review of the literature and four case studies
- by Kevin Hall, Melbourne State College,
757 Swanston St., Melbourne.

"EVALUATION FOR TEACHING AND LEARNING"

- a collection of valuable articles including Garth Boomer on evaluation in the teaching/learning process (from the point of view of a negotiated curriculum); Bill Hannan on Assessment; and Lesley Howard on Student Self-Evaluation;

- for further information, contact Lesley Howard,
Curriculum Services Unit,
Education Department of Victoria,
234 Queensberry Street, Carlton 3054 Vic.

"RASG": Agenda (etc) of Student Government Regional Leadership Camp
(West Wyalong High School)

DCAP WESTERN READERS, PO Box 865, Dubbo, NSW 2830. - contact: Peter Dargin

- written by students and teachers from Western Region schools in NSW.
- copies that CONNECT holds are:

"Will the Last Class Survive?" - Bourke High School, 1979
Year 9C English class

"The Motor Bike" - Matt Goulden

"Community Workers Wilcannia: We Work for Each Other"

"The Adventures of Yabbyman" - Robert Lindsay

"The Yabby ABC Book" - minibook

"The Yab in the Tub" - minibook - Peter Dargin

EDUCATIONAL MAGAZINE, Victorian Education Department. Vol. 38 No. 5 1981

- contains articles on: "More Than Just a Newspaper ..."
(Roger Holdsworth - Ascolta) and "Reaching the Community"
(Jarvis Finger) - two articles on School Newspapers and the Community
- Victorian Government Bookshop, 7a Parliament Place,
East Melbourne 3002 (\$1.30 posted)



AIRWAVE SEPTEMBER 1980

YOUR COMMENTS

Well, what an ego boost, to find a big piccy of me inside CONNECT. Actually it raised my spirits quite a lot because I've had a mongrel of a day. Everyday since a week after the Conference, I've been moaning to Mum, asking if anything has come for me in the mail. I've driven her crazy, and something finally came at the right time!

Actually, when I trotted out to Carclew, I felt like one of the ANZACS, you know, one of the last survivors of the First Workshop. Maybe we can form a type of RSL?

Do you think I could write some semi-regular articles for ASCOLTA? I need something to keep my pseudo-journo skills in shape. (Ed: Why not CONNECT too?) I'm going to do a Humanities media course at a local institutions ... ah, sorry... institute.

Say hello to Anita, Tim, Karen, Rebecca and everybody who still have nightmares about me. (Ed: not to mention the strange man you embraced on the Adelaide platform!)

Simon Kirby
Geelong West Technical School
31 Minerva Rd.,
West Geelong.

The new RASG (Regional Association Student Government) was at last formed at our recent leadership camp. I enclose a couple of programs from the camp. A full report will be out in the next newsletter (our last for this project) in a couple of weeks. We'll send some.

The media release details aims and other decisions reached by the final meeting at the camp which formally established RASG (Ed: we'll print this next issue).

Our next newsletter also includes info on the Adelaide conference extracted from the latest CONNECT - it's got the summary, info on the magazine and the recommendations. The new RASG Committee in Dubbo (C/o Orana Education Centre, Darling Street, Dubbo) - contact teacher: Jenny Pratt; student: John Pattinson from Dubbo High - may be able to be NSW contact on the "yellow pages" project.

Congratulations on the Adelaide Conference. We now have a very good and very exhausted idea of what it is like to organise a Conference.

Charles Kingston
Les Vozzo
West Wyalong High School,
Dumaresq St.,
West Wyalong 2671.

NEXT ISSUE

We'd hoped to carry further reports from the Adelaide Conference in this issue, but space has defeated us. Also, we really don't have enough evaluation reports or comments back from you to make that worth-while. We hope you got the last issue of CONNECT - with the magazine for the Conference participants - and got the evaluation questionnaire. Well then come on send it back! We can't run an access/participatory newsletter on silence!!!

The next issue is due out in February, 1982. What's in it depends on YOU. We hope to have reports from you of the Adelaide Conference and of the Schools in Radio Conference.

Please write - that long, hot, boring summer is just the time to get the words flowing.

PHOTOCOPY: COMPLETE: RETURN:



PHOTOCOPY this page; COMPLETE all the details; RETURN it to:

CONNECT,
The Newsletter of Youth Participation in Education Projects,
12 Brooke Street,
Northcote. 3070. Victoria.

MATERIALS AVAILABLE:

I enclose \$ for the following (postage included in all items):

- | | | | |
|--|--------|-----------------------------------|--------|
| <input type="radio"/> ASCOLTA US TRIP REPORT | \$1.00 | | |
| <input type="radio"/> THE GOLDEN SHAFT | \$7.50 | | |
| <input type="radio"/> CONNECT 1 | \$1.00 | <input type="radio"/> CONNECT 4 | \$2.00 |
| <input type="radio"/> CONNECT 2 | \$1.50 | <input type="radio"/> CONNECT 5 | \$2.00 |
| <input type="radio"/> CONNECT 3 | \$2.00 | <input type="radio"/> CONNECT 6/7 | \$3.00 |
| <input type="radio"/> ADELAIDE CONFERENCE MAGAZINE | \$2.00 | <input type="radio"/> CONNECT 8 | \$1.50 |
| <input type="radio"/> EXTRA RADIO CONFERENCE PAPERS | \$2.00 | <input type="radio"/> CONNECT 9 | \$1.50 |
| <input type="radio"/> AS WE SEE IT - collection of Brunswick student writing | \$3.50 | <input type="radio"/> CONNECT 10 | \$1.00 |
| | | <input type="radio"/> CONNECT 11 | \$3.00 |
| | | <input type="radio"/> CONNECT 12 | \$3.00 |

NAME:

ADDRESS:

.....POSTCODE:

PROJECT:

- ☐ I enclose \$5 for a 1 year subscription to CONNECT.
- ☐ I enclose a donation of \$
- ☐ There's an article enclosed/following.
- ☐ List the project as "alive and well" in CONNECT.
- ☐ Send copies of CONNECT to the following people/projects:

.....

- ☐ Take me off the CONNECT mailing list.